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## 130.10

### Nutrition and Health Services

#### Overview

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**Introduction** This section includes goals and objectives for nutrition services, health services, and breastfeeding promotion and support.

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**Contents** This policy contains the following topics:

Topic	See Page
Nutrition and Health Services Plan for FFY 2016	2
Action Plans for FFY 2016	3
Status Report on Nutrition and Health Services Plan for FFY 2015	9

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## Nutrition and Health Services Plan for FFY2016

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**Goals**

The goals for nutrition and health services are to:

- Provide quality nutrition education and health services to all eligible women, infant, and children in Iowa.
  - Promote accurate and consistent breastfeeding information, and
  - Evaluate the impact of activities.
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**Breastfeeding  
action plan  
format**

A format based on results-based accountability literature is used for the breastfeeding action plans in this policy.

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**In this section**

The section contains the following detailed action plans.

Topic	See Page
Breastfeeding Rates	3
Breastfeeding Peer Counseling Program	5
WIC Nutrition Risk Criteria and the WIC Web Portal	7

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## Action Plan 1. Breastfeeding Rates

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**Desired result** All children are healthy.

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**Target population** Pregnant women, breastfeeding women, and their infants/children.

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**Story behind the action plan** Iowa WIC breastfeeding initiation rates have increased on average 1.1% per year for the last 10 years. The 2014 data showed a 0.8% increase over 2013 data. Iowa WIC breastfeeding initiation rates continue to lag behind those of the entire population by 12.68% in 2014.

Breastfeeding duration rates for WIC have been relatively flat with only a one percent average increase in the last ten years. This trend may be partially explained by Iowa's high rates of women with young children in the work force and the general lack of breastfeeding support at many work sites across the state. In addition, many people including health professionals do not see a health difference between breastfeeding and formula feeding. Therefore, when mothers initiate breastfeeding but lose patience and confidence in their ability to succeed, they lack support from their social networks and from many health professionals to continue breastfeeding. Peer support for breastfeeding mothers is limited to about one-third of the state.

See FFY2015 status report for data trends over the past ten years.

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**Objective** By September 30, 2016, increase the proportion of Iowa WIC participants who breastfeed from 65.9% to 67.9% at birth and from 20.8% to 22.0% at 6 months.

Data source: 2014 IWIN Breastfeeding Duration Report.

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## Action Plan 1. Breastfeeding Rates, Continued

### Activities

The following activities are planned to meet this objective.

- Support and facilitate the work of the Iowa Breastfeeding Coalition (IBC).
  - By September 30, 2016 three more issues of the newsletter for the IBC will be printed and distributed by the Iowa WIC Program.
  - By September 30, 2016, assist the IBC in developing a training plan to educate employers on the new Office of Women's Health initiative, Supporting Nursing Moms at Work: Employer Solutions.

### Potential partners

Potential partners in carrying out these activities include the following:

- Local WIC agency staff
- Iowa Breastfeeding Coalition members
- Community-based breastfeeding coalition members

### Lead staff

Holly Szcodronski, RD, LD, CBE

### Evaluation plan

The table below describes the evaluation plan.

How much did we do?	How well did we do it?
# Iowa Breastfeeding Coalition (IBC) meetings	% meetings held
# issues IBC newsletter	% newsletter issues completed
Who is better off?	
# local agencies with increased breastfeeding initiation rates	% local agencies with increased breastfeeding initiation rates
# local agencies with increased duration rates at 6 months	% local agencies with increased duration rates at 6 months
# local agencies with increased duration rates at 12 months	% local agencies with increased duration rates at 12 months

## Action Plan 2. Breastfeeding Peer Counseling Program

<b>Desired result</b>	All children are healthy.
<b>Target population</b>	Pregnant women, breastfeeding women and their infants/children.
<b>Story behind the action plan</b>	See Action Plan 1.
<b>Objective</b>	By September 30, 2016, maintain the WIC Breastfeeding Peer Counselor Program in Iowa.
<b>Activities</b>	<p>The following activities are planned:</p> <ul style="list-style-type: none"> <li>• By September 30, 2016, hold at least one face to face meetings with the local agency breastfeeding peer counselor coordinators and peer counselors.</li> <li>• By September 30, 2016, explore alternatives to monthly conference calls with the agency peer counselor coordinators.</li> <li>• By September 30, 2016, conduct at least one onsite visit per breastfeeding peer counselor agency by the state WIC breastfeeding peer counselor manager using the newly developed review tool, WIC Breastfeeding Peer Counselor Site Visit Review Tool.</li> <li>• By March 31, 2016, evaluate and make needed changes to the Site Visit Review Tool.</li> <li>• By March 31, 2016, explore the opportunity to increase number of agencies with a peer counselor grant.</li> </ul>
<b>Potential partners</b>	<p>Potential partners in carrying out these activities include the following:</p> <ul style="list-style-type: none"> <li>• Local WIC agency staff at the selected agencies</li> <li>• Community-based breastfeeding coalition members in the service areas of the selected WIC agencies</li> <li>• Local hospitals</li> <li>• IBCLCs in the service areas of the selected WIC agencies</li> <li>• Local healthcare professionals</li> </ul>
<b>Lead staff</b>	Jane Stockton, RN, CLC and Holly Szcodronski, RD, LD, CBE

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## Action Plan 2. Breastfeeding Peer Counseling Program Peer Counseling Program, Continued

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**Evaluation plan** The table below describes the evaluation plan.

<b>How much did we do?</b>	<b>How well did we do it?</b>
# Local agencies monitored using newly developed WIC Breastfeeding Peer Counseling Site Visit Review Tool	% Local agencies monitored using newly developed WIC Breastfeeding Peer Counseling Site Visit Review Tool
# Peer counselor coordinators who conducted an observation on each peer counselor twice a year using the newly developed Observation Tool.	% Peer counselor coordinators who conducted an observation on each peer counselor twice a year using the newly developed Observation Tool.
<b>Who is better off?</b>	
# Areas of improvement identified through use of the Observation Tool	% Areas of improvement identified on the Observation Tool addressed with the peer counselor staff.

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## Action Plan 3. WIC Nutrition Risk Criteria and the WIC Web Portal

<b>Objective</b>	By July 1, 2016 a page will be added to the Iowa WIC Web Portal that will organize WIC nutrition risk criteria so it can be utilized by local agency WIC staff to identify all applicable risks when completing a client's WIC nutrition assessment.
<b>Purpose statement</b>	Nutrition risk is one of the three eligibility requirements of the WIC Program. Each participant must have at least one documented nutrition risk for each certification period. The current Iowa WIC data system contains a large number of close ended questions that based upon how they are answered result in the auto-assigning of nutrition risk(s). The new data system we will be transferring to contains fewer close ended questions. It instead focuses on open-ended questions and suggested prompts in order to tailor the assessment of the client in a participant centered manner, however this will result in the staff member having to know the definitions and criteria and apply the nutrition risks themselves. To appropriately assign all applicable risks, staff members need access to the nutrition risk criteria and related guidance from FNS, currently only available to state staff via FNS Partner Web. Having a page in place on the WIC Web Portal will allow easy access to these materials by local WIC staff members.
<b>Action steps</b>	<p>The following activities are planned to meet this objective:</p> <ol style="list-style-type: none"> <li>1. By January 1, 2016, a copy of each risk category and all of the nutrition risk definitions and criteria will be downloaded from Partner Web.</li> <li>2. By May 1, 2016, critical thinking guides (used to foster critical thinking and assessment and assist the CPA in determining whether it is appropriate to manually assign nutrition risks related to the relevant data) will be updated to match the design/layout of the new MIS system.</li> <li>3. By June 1, 2016, the new nutrition risk page will be added to the WIC Web Portal and work will begin to organize and place all documents on the new page.</li> <li>4. By July 1, 2016, the new page will be available for usage by local Iowa WIC Program local staff.</li> </ol>
<b>Lead staff</b>	Nikki Davenport, RD, LD

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### **Action Plan 3. WIC Nutrition Risk Criteria and the WIC Web Portal**

#### **Nutrition Risk Criteria and the WIC Web Portal, Continued**

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**Evaluation plan** Completion of this action plan will be evaluated by the:

1. Completion of the steps as scheduled.
2. The availability of the new section on the portal for use by local WIC agencies.

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**Resources required** The resources required will include the following:

1. Financial resources for modifying the Iowa WIC Web Portal .
2. Staff time to determine the layout for the new page on the web portal, download the risks and update the critical thinking guides, post nutrition risk criteria and guidance, and to notify local agency staff of these new resources.

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# Status Report on Nutrition and Health Services Plan for FFY2015

## Action plan 1

### Iowa Breastfeeding Initiation Rates

Data Source	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Iowa Newborn Metabolic Screening Profiles	67.1	67.7	69.7	71.0	71.8	73.9	74.5	76.1	77.7	78.5
National Immunization Survey	74.1	74.0	75.0	74.6	76.9	76.5	82.1	NA	NA	NA
Iowa WIC Information Network (IWIN) Breastfeeding Duration Report	N/A	41.4	47.4	51.0	51.2	56.5	61.0	63.6	65.7	65.8

#### Notes:

- All data sets are reported as calendar year data.
- Iowa Newborn Metabolic Screening Profile data includes breastfed infants and infants fed both breastmilk and formula.
- National Immunization Survey: 2012 data will be released in August 2014.
- Pediatric and Pregnancy Nutrition Surveillance Systems data is no longer available, effective 2012, therefore no longer included in our Plan effective FY 2016.

### Iowa Breastfeeding Duration Rates at Six Months

Data Source	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
National Immunization Survey	40.4	33.2	42.3	44.3	47.2	49.0	51.6	NA	NA	NA
Iowa WIC Information Network (IWIN) Breastfeeding Duration Report	N/A	16.8	17.6	16.8	16.1	17.0	17.2	17.7	18.6	20.8

#### Notes:

- All data sets are reported as calendar year data.
- National Immunization Survey: 2012 data will be released in August 2014.
- Pediatric AND Pregnancy Nutrition Surveillance System data is no longer available, effective 2012, therefore no longer included in our Plan effective FY 2016.
- National Immunization Survey data was updated to reflect the change in how data was evaluated. The year now corresponds to the year the infant was born rather than the year the data was evaluated. The 2010 data is provisional with final data available in August 2014.
- Pediatric AND Pregnancy Nutrition Surveillance System data is no longer available, effective 2012.

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## Status Report on Nutrition and Health Services Plan for FFY2015, Continued

### Action plan 1 (continued)

How much did we do?	How well did we do it?
3 Iowa Breastfeeding Coalition (IBC) meetings	100% meetings held
3 issues IBC newsletter	100% newsletter issues completed
Who is better off?	
14 local agencies with increased breastfeeding initiation rates	70% local agencies with increased initiation rates
14 local agencies with increased duration rates at 6 months	70% local agencies with increased duration rates at 6 months
17 local agencies with increased duration rates at 12 months	85% local agencies with increased duration rates at 12 months

Notes:

Evaluation measures listed above for breastfeeding rates are based on IWIN Breastfeeding Duration Report data comparing 2014 data to 2013.

### Action plan 2

The Breastfeeding Outreach objective was partially met.

How much did we do?	How well did we do it?
0 Local agency staff trained, <i>See Note below</i>	0 Local agency staff trained <i>See Note below</i>
7 Peer counselor coordinators interviewed regarding the effectiveness of monthly conference calls.	100% Peer counselor coordinators who responded to the interview regarding effectiveness of monthly conference calls.
Who is better off?	
0 Trained staff who report increase in knowledge because of the training. <i>See Note below</i>	0 Trained staff who report increase in knowledge because of the training. <i>See Note below</i>
#Peer counselor coordinators who expressed satisfaction with changes made based on interview results. <i>See Note below</i>	% Peer counselor coordinators who expressed satisfaction with changes made based on interview results. <i>See Note below</i>

Notes:

- Iowa did not increase to eight the number of agencies having a peer counselor program due to lack of agency application therefore, additional agencies staff did not need to be trained.
- We will continue to implement and evaluate changes based on the interview results for the remainder of the fiscal year.

## Status Report on Nutrition and Health Services Plan for FFY20155, Continued

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### Other breastfeeding activities of note

The Iowa WIC Program was involved in several other significant breastfeeding promotion and support activities, including the following:

- State WIC Breastfeeding Coordinator and State Breastfeeding Peer Counselor Manager spoke at the Iowa Department of Public Health on breastfeeding and returning to work.
- The program co-sponsored the annual state breastfeeding conference in May 2015. The two day conference drew about 400 individuals from eight states.
- State Breastfeeding Peer Counselor Manager spoke and did a poster session at the 2015 Governor's Health Conference and spoke at the Cedar Valley Breastfeeding Coalition on What Up with Breastfeeding (in Iowa).

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### Employed peer counselors

Currently there are 25 peer counselors employed in the Iowa Breastfeeding Peer Counselor program.

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### Action plan 3

By July 1, 2015 a portal will be added to the Learning Management System that will organize required and optional training webinars utilized by Iowa WIC Program local staff.

- State office staff compiled the list of courses and their locations that should be included as part of the WIC training portal.
- A phone meeting was held with University of Iowa staff to discuss the creation of the portal and what was required of WIC state office staff.
- An estimate of \$1,000 was provided for set-up and there is not a maintenance fee.
- A portal name, logo, color scheme and lay out was determined and courses along with their links were provided for the portal. It was requested that a person be able to search the courses through the main page and not have to be in the WIC Portal to find them.
- No other functionality is required at this time such as face-to-face trainings or newsletters.
- To date all information has been turned over to the University of Iowa team and we are now waiting for it to be completed and available to WIC staff.
- The project was delayed due to scheduling issues, conferences and vacations but it is expected to be completed by the end of the fiscal year.